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From The Editor

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From the Editor...

Welcome to the Fall/Winter, 2011 issue of the Journal of Transportation Management!

This issue of the *Journal* contains five articles on various aspects of trucking safety legal issues, logistics strategy impacts across three cultures, LTL pricing, and airline concentration and aviation fuel efficiency. The first article is a legal commentary that focuses on the state of safety related legal affairs in the motor carrier industry, and specifically examines the "duty of reasonable care" doctrine in light of FMCSA's administration of CSA. The article goes on to make several recommendations for shippers and policymakers. The second article examines logistics strategy's impact on coordination, customer service and competitive responsiveness across companies in three distinct countries. The article concludes that the Bowersox/Daugherty typology under study is a useful approach to examining logistics strategies in different countries.

The third article focuses on LTL pricing and reports on the findings from in-depth interviews of industry stakeholders on the topic of satisfaction with current LTL pricing approaches. The article confirms a long held dislike for the current class rate system, finds strong support for changing the system, and suggests that a density based system is the most likely alternative. The fourth and fifth articles relate to the aviation industry. The fourth article reports on passenger airline concentration levels and summarizes increasing levels of concentration since deregulation. The article goes on to report on evidence of industry economies of scale and discusses the implications of such economies. The final article examines the role that fuel efficiency can play in providing competitive advantage in the aviation industry. The article concludes that competitive advantage can be particularly powerful if a culture of fuel efficiency can be embedded in the organization.

At the *Journal*, we are continuing to make a number of changes that will improve the visibility of JTM, and improve its position in the supply chain publishing world. These include registering and updating journal information with several publishing guides, placing the journal content with the EBSCO, Gale and JSTOR databases faculty have access to, and placing abstracts of all past journal articles on an open area of the Delta Nu Alpha Journal web page. We are in the process of uploading all past issues to these various sites. Full journal article PDF's continue to be available to subscribers on the web page at www.deltanualpha.org with the password: dna4education.

I look forward to hearing from you our readers with questions, comments and article submissions. The submission guidelines are included at the end of this issue's articles and I encourage both academics and practitioners to consider submitting an article to the Journal. Also included in this Issue is a subscription form and I hope you will subscribe personally, and/or encourage your libraries to subscribe.

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